

A Monroe County workforce development initiative in support of local residents and employers.

The **Mpower** partnership between MCC and Monroe County directly responds to the need to grow the local workforce. **Mpower** focuses on the upskilling and reskilling of county residents through accessible training based on local market demand. Businesses benefit from having access to newly retrained workers, or by upskilling their existing workers, through customized training tailored directly to their organization's need. **Mpower** reflects a COVID-impacted economy and focuses on providing solutions to displaced workers, or career-changers, by helping train and transition workers into high-demand, self-sustaining jobs with local employers.

#### MPOWER FOR MONROE COUNTY EMPLOYERS:



##### **Industry Consortia:**

for industry sectors requiring similar training, we gather and lead an industry consortium to meet the collective need.



##### **Consultative Approach:**

dedicated staff works with you to extensively assess the learning needs of your organization and deliver a custom proposal with recommendations to meet those needs.



##### **Access to Funds:**

**Mpower** funds support 50% of the total project cost, while the benefiting organization matches the remaining 50%. Employers must submit an **Mpower** funding application prior to finalizing an agreement.

To learn more about how **Mpower** can benefit your business, visit  
[www.workforceforward.com/mpower](http://www.workforceforward.com/mpower)



**Adam J. Bello**  
COUNTY EXECUTIVE



Monroe County and Greater Rochester are renowned for innovation, sparking ideas and technologies that have driven global economic growth and industry advancement for decades. Optics, photonics, and imaging; life sciences; health care; advanced manufacturing; food and beverage processing; agribusiness; and next-generation information technology are essential and future-proof sectors that employ much of our talented workforce.

I am excited to announce a new, trailblazing partnership with Monroe Community College aimed at bringing workers displaced by the economic downturn onto sustainable, rewarding career paths in essential industries: **Mpower**.

More than ever, Greater Rochester needs health care aides, manufacturing workers, contractors, construction professionals, auto mechanics, and IT technicians, among many other job categories in greater demand. Members of our workforce in vulnerable industries who are facing job loss may lack skills or certifications needed to get on a track towards a long-term, high-paying career.

Funded by participating employers and by the County of Monroe Industrial Development Agency (COMIDA), **Mpower** provides free wrap-around support services to jobseekers, career counseling, job matchmaking, and an ecosystem connecting training to health and human services, such as assistance with childcare or transportation. This initiative will be based at MCC's Downtown Campus, home to the new \$11.4 million Finger Lakes Workforce Development Center, where construction will commence in 2021.

Monroe Community College is a recognized best-in-class hub for industry-responsive workforce development both nationally and internationally. **Mpower** and the forthcoming Finger Lakes Workforce Development Center will position Monroe County and Greater Rochester further in creating a 21st century workforce, matching workers with in-demand jobs and employers with the talent they need. We have a long way to go in making inroads to recovery, but it is critical we establish and execute a plan to help the un-employed and underemployed in Monroe County rebuild their livelihoods and, in turn, our local economy. **Mpower** is a crucial part of that plan.

For more information, and to apply as a candidate or as an interested employer, visit [www.workforceforward.com/mpower](http://www.workforceforward.com/mpower).

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